



التحدي العربي لتطبيقات الجوال Arab Mobile App Challenge

- How to Convey Your Idea
- The Lean Startup Approach to Developing Your Idea
- Your Minimal Viable Product (MVP) in order to get Client Feedback
- Outsourcing App Development – Local Solutions
- What You need to know about the App Market: Trends & How to Scale
- Getting to the Semifinals and Barcelona
- Beyond AMAC : How to fund your business
- How to Grow your Business and make Money

The Acceleration Methodology

- 1) Opportunity Recognition, Idea generation, Team-Building
- 2) The “Lean Start-Up” Methodology, MVP Development
- 3) Feedback Looping, Pivoting, Marketing Strategy and Financials
- 4) The Pitch Process, Selling the Idea to Investors
- 5) The 7-Minute Presentation to a Jury of Investors and Entrepreneurs
- 6) The App World : How to Make Money & Grow

Agenda:

9am	Registration
10am	Opening of the Day, Mr Mounir Frikha, Director of Sup'Com Mr Khaled Ben Youssef, Strategic Director Tunisiana Presentation of Tunisiana Startup Factory
10:30 am	App Trends in Detail, Successful Local Apps
11am	Coffee Break
11am-1pm	1), 2), 3) above
1pm – 3pm	Working Lunch, discussion with each team on IDEAs
3pm – 5pm	4), 5) and 6)